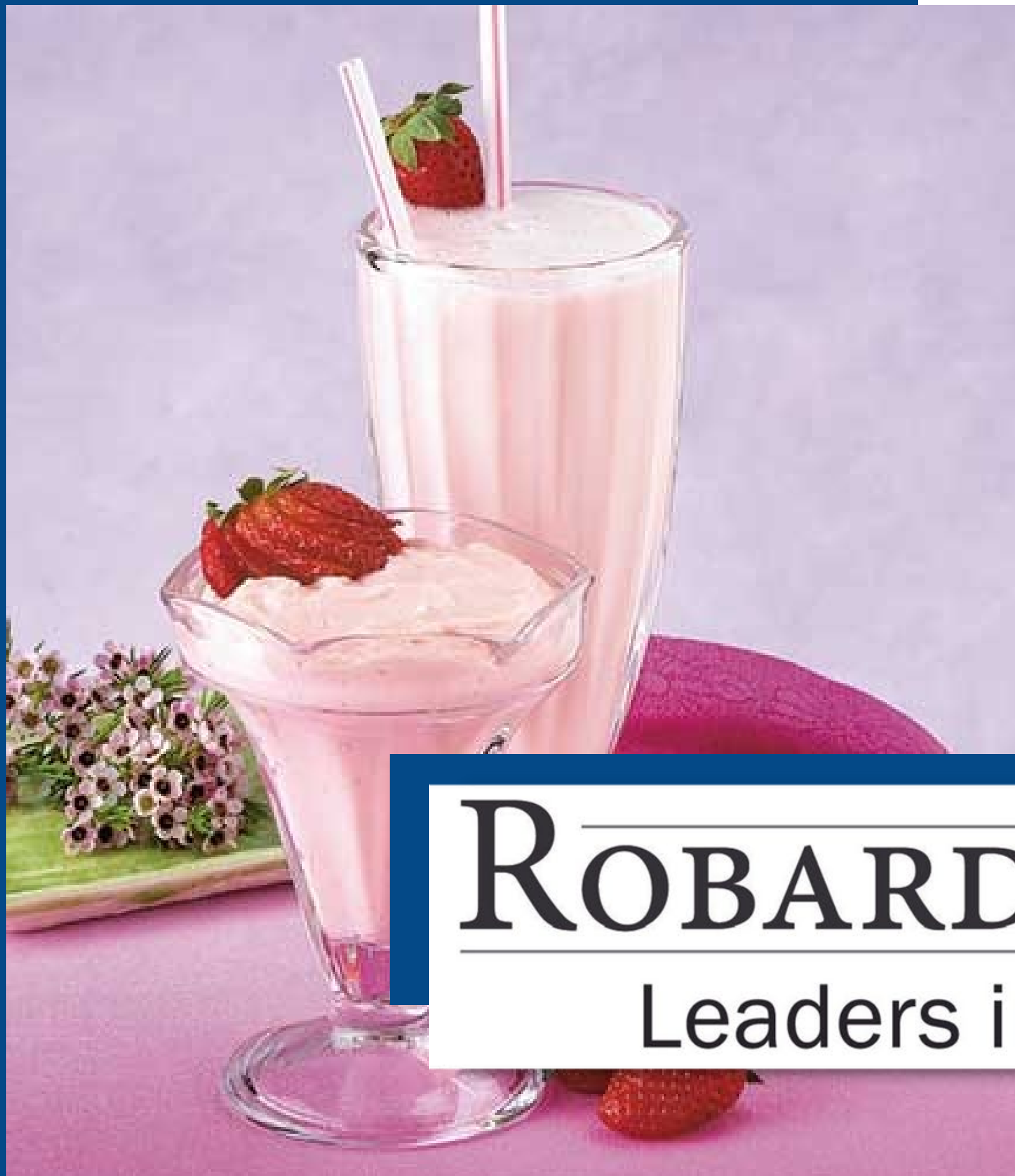


Tapping into Transformation:

The Financial and Health
Benefits of Combining
Weight Loss Products
and Medications

KAROL H. CLARK, MSN, RN





Thank You Robard!

ROBARD CORPORATION

Leaders in Weight Management

It's my honor
to present today...



Learning Objectives:

- Identify at least three important trends currently impacting the weight loss industry.
- Discuss the critical role weight loss products and appropriate use of medications play in long-term patient outcomes.
- Gain insights into proven financial models and business strategies that can maximize the profitability of your weight loss practice, while supporting a positive patient experience and outcome.





Tapping into Transformation



3 Important Trends Impacting the Weight Loss Industry

- Weight Loss Medication Demand
- Critical Need for Quality Nutrition
- Increased Competition &
Consumer Choice (not
necessarily market saturation)

Unprecedented
Opportunity:
For practitioners
to take the lead.





















Weight Loss Medication Demand

- With 74% of US adults overweight and nearly 43% of them considered obese, you and your expertise is desperately needed.
- Patients are requesting weight loss medications at an extraordinary rate.
- It has been predicted that total GLP-1 users in the United States may increase to 30 million by 2030 (approximately 9% of the population).



Additionally, Zepbound TM (tirzepatide) was FDA approved in November, 2023 for weight loss.

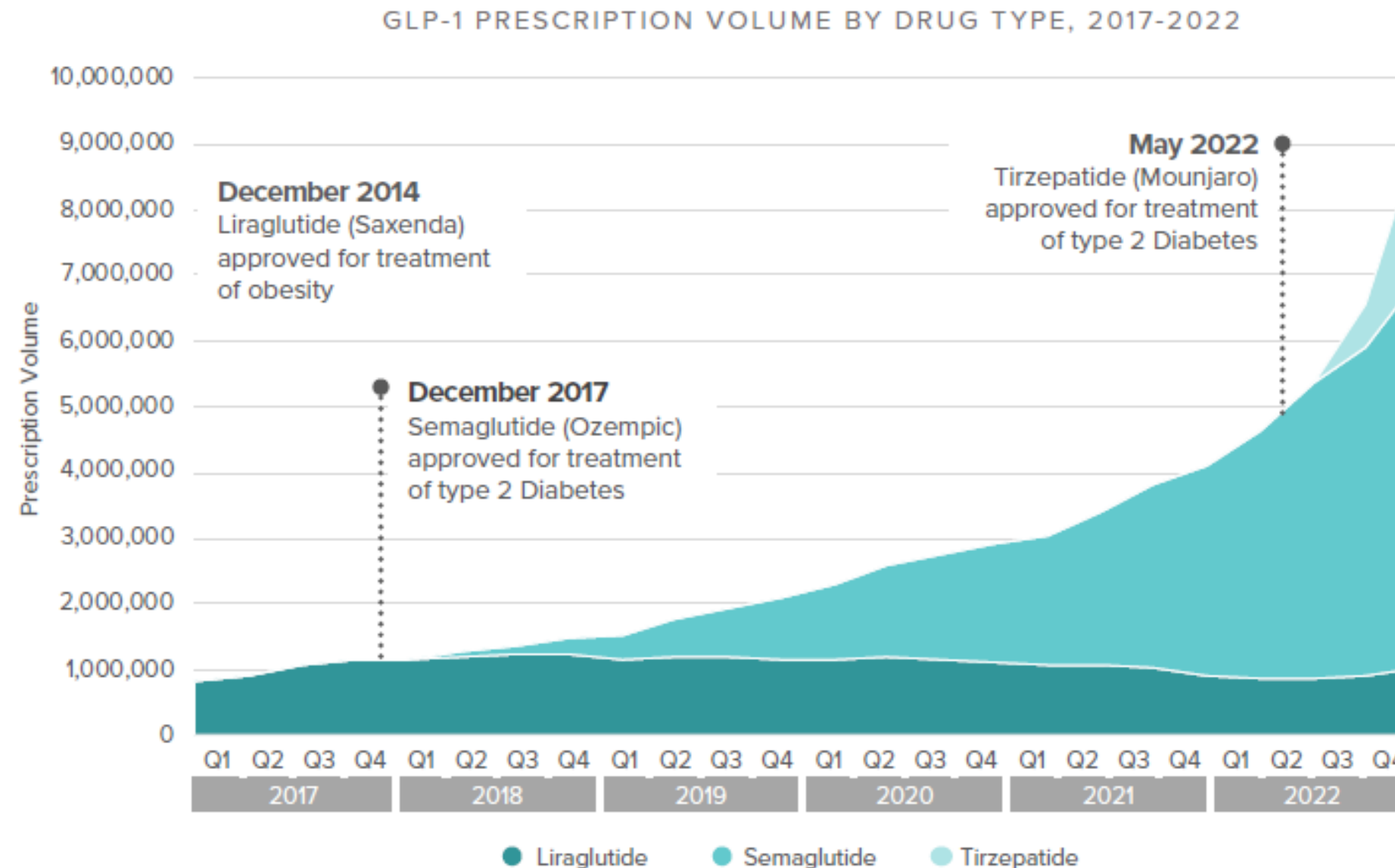
GLP-1 Agonist Drugs Comparison

	DOSAGE	DOSAGE FORM	APPROVED FOR	WHO CAN TAKE IT?	OTHER BENEFITS
Ozempic (SEMAGLUTIDE)	1 WEEKLY		TYPE 2 DIABETES	 ADULTS	HEART, KIDNEYS, WEIGHT LOSS
Rybelsus (SEMAGLUTIDE)	1 DAILY		TYPE 2 DIABETES	 ADULTS	WEIGHT LOSS
Wegovy (SEMAGLUTIDE)	1 WEEKLY		WEIGHT LOSS	 12+ KIDS + ADULTS	N/A
Trulicity (DULAGLUTIDE)	1 WEEKLY		TYPE 2 DIABETES	 10+ KIDS + ADULTS	HEART, KIDNEYS, WEIGHT LOSS
Victoza (LIRAGLUTIDE)	1 DAILY		TYPE 2 DIABETES	 10+ KIDS + ADULTS	HEART, KIDNEYS, WEIGHT LOSS
Saxenda (LIRAGLUTIDE)	1 DAILY		WEIGHT LOSS	 12+ KIDS + ADULTS	N/A
Byetta (EXENATIDE)	2 DAILY		TYPE 2 DIABETES	 ADULTS	WEIGHT LOSS
Bydureon BCise (EXENATIDE)	1 WEEKLY		TYPE 2 DIABETES	 10+ KIDS + ADULTS	WEIGHT LOSS
Mounjaro (TIRZEPATIDE)	1 WEEKLY		TYPE 2 DIABETES	 ADULTS	WEIGHT LOSS

TREND 3: DRUGS AND DIAGNOSTICS

Ozempic® Is the Most Prescribed GLP-1

National spending for semaglutide, the peptide name for brand drugs like Ozempic® and Wegovy®, totaled \$10.7B in 2021, the fourth highest across drug classes. Between Q1 2020 and Q4 2022, prescription volumes for GLP-1 medications have increased 300%. Since its approval in Q4 2017, Ozempic® (semaglutide) has grown to account for 65.4% of all GLP-1 prescription volume.



Note: GLP-1 denotes glucagon-like peptide-1 receptor agonists.

Source: Trilliant Health national all-payer claims database; Tichy et. al., National trends in prescription drug expenditures and projections for 2022, *American Journal of Health-System Pharmacy*, 2022.

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Critical Need for Quality Nutrition

- Enhance weight loss and medication effectiveness
- Ensure proper macro - and micro-nutrient ingestion
- Maintain/enhance lean body mass and metabolism
- Support long-term weight loss success
- Disease prevention



The Synergy of Weight Loss Products & Weight Loss Medications for Better Long- Term Outcomes

- Adequate Nutrition
- Maintenance of LBM
- Enhanced Satiety
- More Energy
- Better Motivation & Compliance
- Education & Support

Increased Competition & Consumer Choice

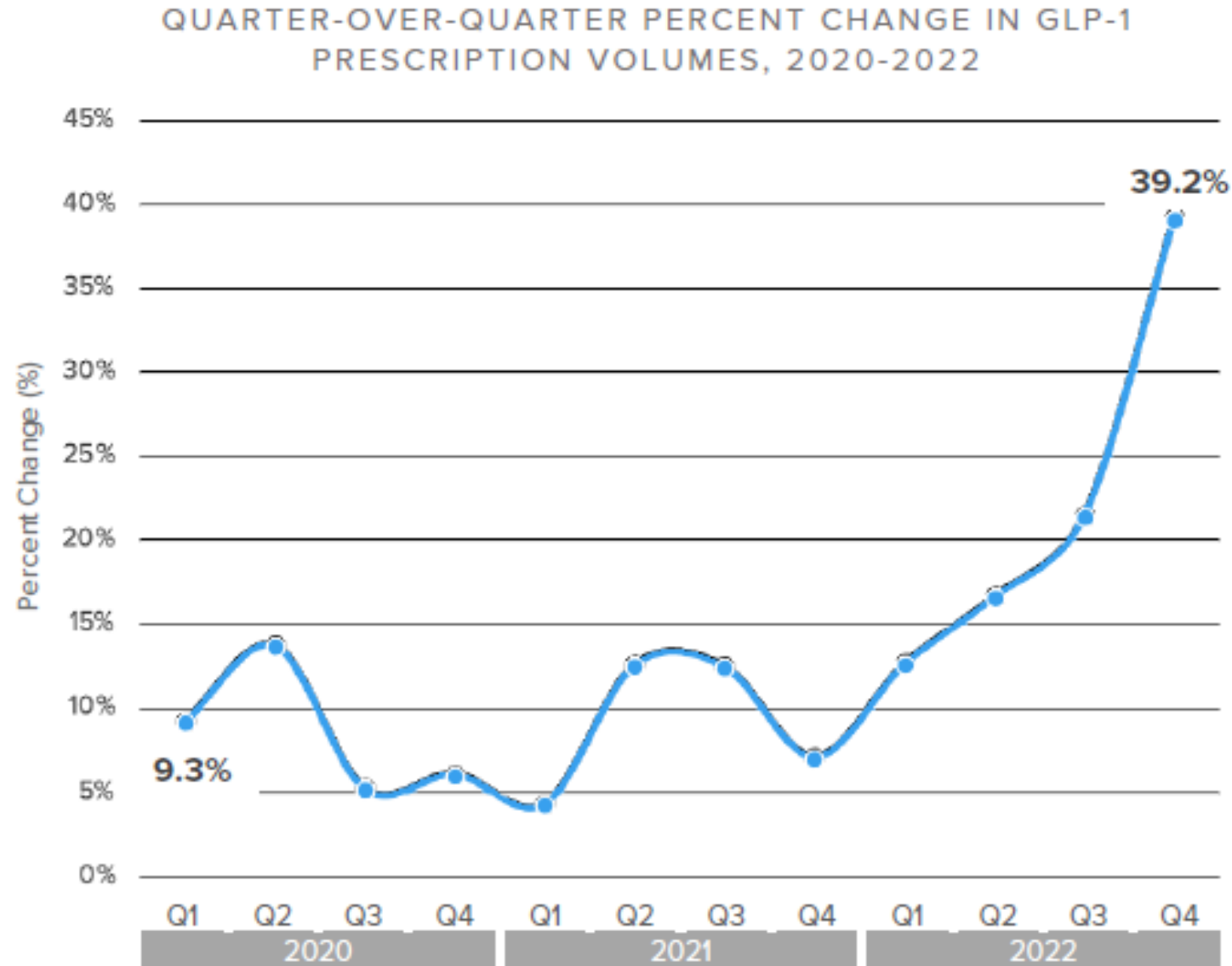
- With the U.S. weight loss market estimated to be valued at \$159.69 billion in 2021 and anticipated to reach around \$305.30 billion by 2030, there are many individuals and businesses interested in being a part of the solution.
- Consumer choice & influence of 'Dr. Google' and other educational sources (good & bad)



TREND 3: DRUGS AND DIAGNOSTICS

Increase in GLP-1 Use Is Not Correlated With Clinical Indication

From 2020 to 2022, the quarter-over-quarter percent change for GLP-1 prescriptions has increased but the rate of future utilization will depend on manufacturer supply, cost and prioritization of on- and off-label use. Notably, just over half of patients taking these medications have a history of type 2 diabetes or have an associated medical visit with their prescription.



53.8%

The proportion of patients on a GLP-1 medication in 2022 with a history of type 2 diabetes

52.6%

The proportion of patients that had a traditional medical visit associated with their 2022 GLP-1 prescription

Note: A traditional medical visit is defined as a medical visit that occurs within three days of a written GLP-1 prescription; GLP-1 denotes glucagon-like peptide-1 receptor agonists.

Source: Trilliant Health national all-payer claims database.

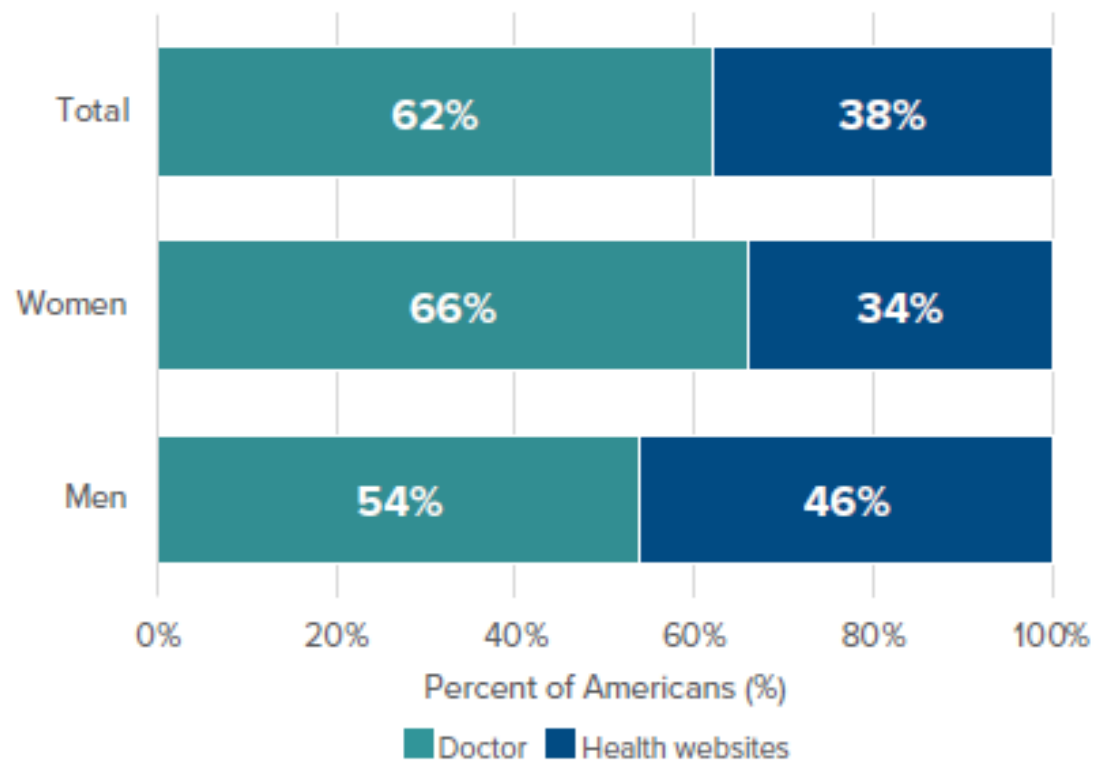
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TREND 5: CONSUMER DECISIONS

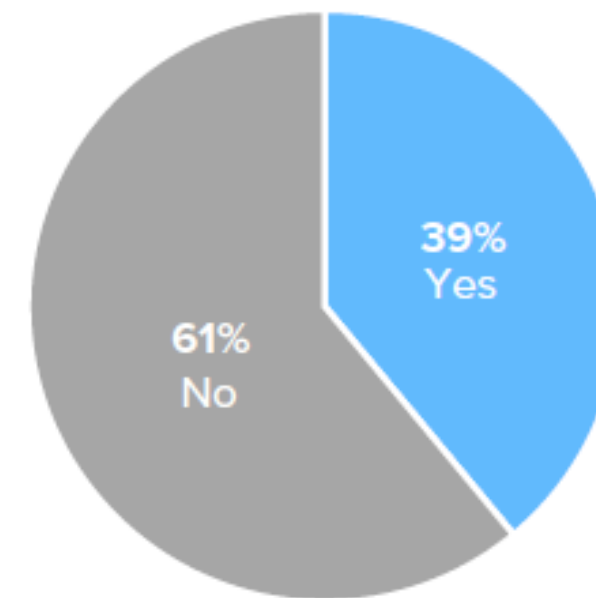
Americans Exhibit High Trust in “Dr. Google”

While most Americans cite a physician as their most trusted source for health advice, a sizeable share (38%) report that health websites are their most trusted source. Perhaps unsurprisingly, nearly four in ten Americans report using online information to self-diagnose instead of seeing a physician. Are these behaviors also contributing to reduced primary care utilization?

PERCENT OF AMERICANS WHO REPORT A PHYSICIAN OR HEALTH WEBSITE IS MOST TRUSTED SOURCE FOR HEALTH ADVICE



PERCENT OF AMERICANS WHO REPORT USING ONLINE INFORMATION INSTEAD OF SEEING A PHYSICIAN



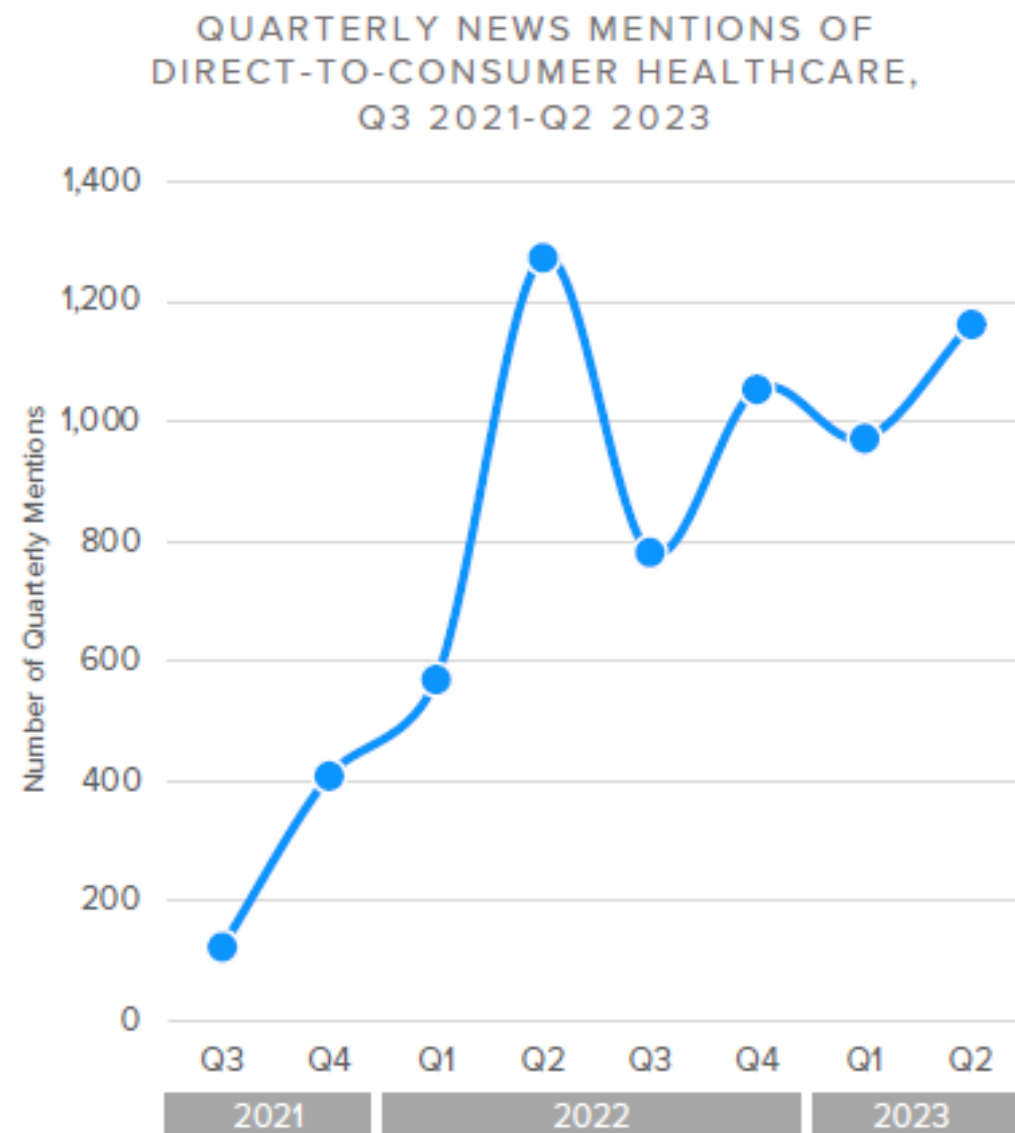
Source: OnePoll and Bayer Poll for American Heart Month, 2023.

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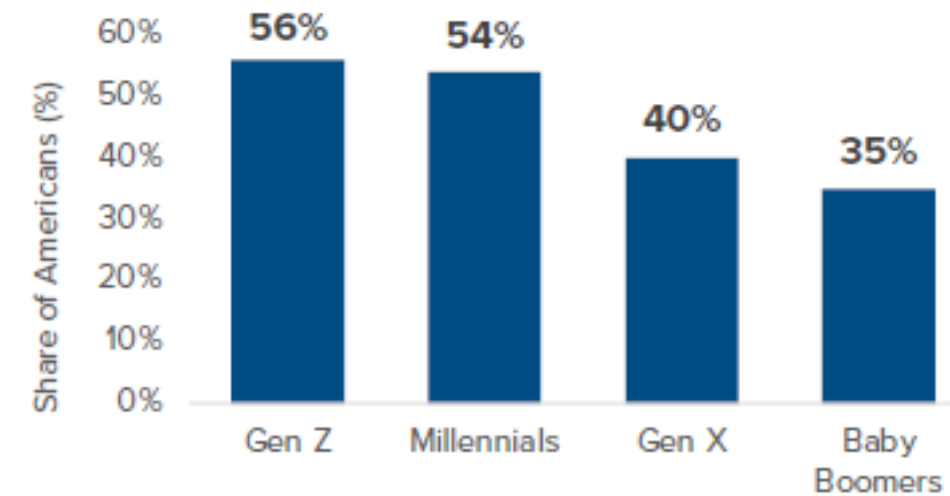
TREND 5: CONSUMER DECISIONS

Younger Patient Cohorts Exhibit More Consumer-Like Decisions in Accessing Care

Patients are people, and people are consumers, and consumers make choices based on numerous factors. As retailers, technology companies and omni-channel providers flood the healthcare delivery market, patients have more care options than ever. Notably, 58% of Americans reported that they are likely to seek non-emergent care from a retail pharmacy.



SHARE OF AMERICANS WHO REPORTED VISITING A PHARMACY FOR MEDICAL CARE IN 2022, BY GENERATION



58%

Americans who are likely to visit a retail pharmacy as a first step for seeking non-emergent medical care (i.e., urgent care services)

83%

Americans who would still go to a traditional physician's office for an annual physical (i.e., preventive primary care services)

1 in 3

Americans who say convenience is more important for non-emergent scenarios

Source: Publicly available news sources; Wolters Kluwer Pharmacy Next: Consumer Care and Cost Trends survey.

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So What Do These Trends Mean for You and Your Weight Loss Practice?

A large tree stands on a white path that divides a landscape. The left side of the path is a blue field, and the right side is a green field. The tree's left side is bare, while its right side is full of vibrant green leaves. The sky is blue with scattered white clouds.

Tap Into Transformation

Financial Models & Business Strategies for Your Success

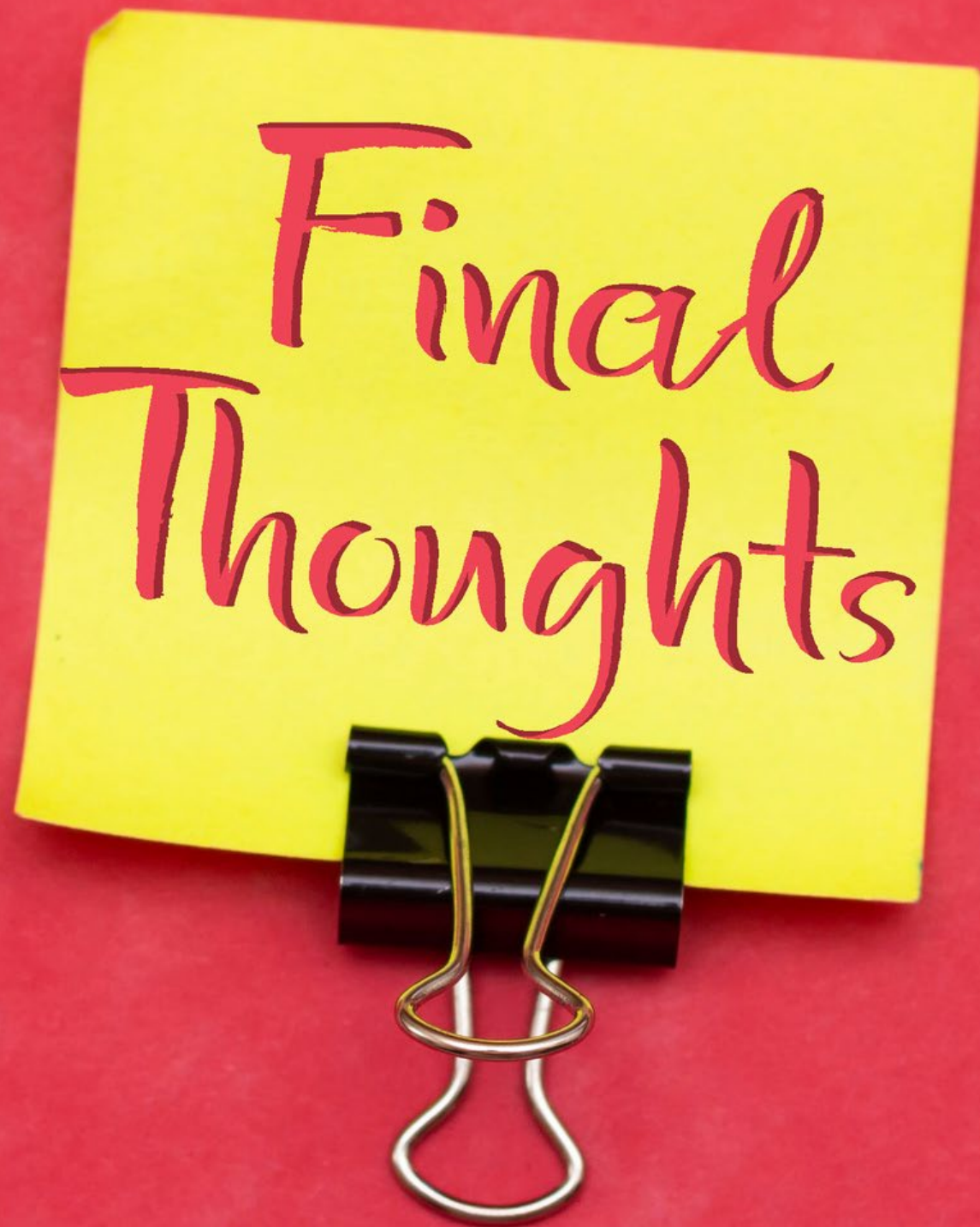
What you offer is your decision and your choice based upon your expertise, experience, team, resources and personal beliefs.

- Weight Loss Surgery
- Medical Weight Loss
- Weight Loss Medications
- Quality Nutritional Products
- Ongoing Education
- Ongoing Support
- Onsite
- Online
- Insurance and/or Cash Pay



Keys to Success:

- Clear Vision (values, goals, ideal patients you serve)
- Effective Leaders
- Supportive Team
- Evidence Based Solutions (services & products)
- Clear Messaging & Marketing Regarding What You Offer & What Makes You Unique
- Simple Lead Tracking, Ongoing Engagement, & Sales Process
- Creativity/Excitement
- Flexibility/Resourcefulness
- Predictable Systems & Measurement
- Optimal Outcomes



- Weight Loss Medications are Here to Stay
- Patients Need Your Expert Guidance & Support
- Nutritional Supplements Enhance Short and Long Term Outcomes
- The Market is Not Satiated
- You are in Control of Your Your Services, Products, Message, & Your Ultimate Success

REACH OUT TO ME IF YOU HAVE QUESTIONS
OR WANT ADDITIONAL INFORMATION...

KAROL@WEIGHTLOSSPRACTICEBUILDER.COM

